## AMENDMENT TO THE SPECIFICATION

Please replace the ABSTRACT with the following amended paragraph:

A computer program product for use with a computer system for providing a process for strategy evaluation and optimization, having said computer program product comprising a computer-readable medium of instructions for directing a computer to evaluate data for optimizing strategic options, including: The product includes (1) data storage means for storing data-relating to specific desired outcomes relating to a specific process for an identified customer set; and (2) said data storage means further storing data relating to metrics which predict the satisfaction of said desired outcomes, The process has a (3) data processing means including computer program means for quantifying the degree to which each of said metrics predicts satisfaction of each—of said—customer desired outcomes; Users define (4) input means for defining strategic options; each of said strategic options is designed to satisfy said customer desired outcomes.; (5) data processing—means including computer A computer program quantifies means for quantifying—the degree to which each of said strategic options satisfies satisfy said customer desired outcomes; (6) and means for evaluating a A plurality of strategic options is evaluated thus yielding a strategic option which best satisfies said customer desired outcomes.